

PX 271

To: [REDACTED]
Cc: [REDACTED]
From: Monica Long
Sent: 2017-11-27T20:20:51-05:00
Importance: Normal
Subject: Re: PR for Escrow
Received: 2017-11-27T20:20:51-05:00

Thank you!

On Mon, Nov 27, 2017 at 2:00 PM, [REDACTED] > wrote:

Hi there -

Yes. Apologies on the delay. Agree with the approach. Think we do a tweet from Brad (happy to help craft) announcing that this is taking effect now and we delivered on our promise.

We did an Insights post from Brad for the initial announcement so for consistency sake - would be good to do another post but doesn't have to be from Brad.

We can just have Brad do the announcement first via twitter and point to the Insights post.

Timing is 100% accurate. Think our last window would be anytime the week of the 18th.

Sounds like most folks will be taking the entire next week off.

Agree that as soon as the announcement drops via Twitter and Insights - we'll pitch coin pubs and think we also give our tier one folks an FYI so they know it happened.

Assuming we don't want to do interviews around this as everything we can say about it will be in the blog post.

Let us know if you need anything else.

Thanks,
[REDACTED]

On Fri, Nov 24, 2017 at 4:51 PM, Monica Long [REDACTED] <monica@ripple.com> wrote:

For us to discuss on Monday... see Asheesh's note below. My initial thoughts and appreciate your input:

- objective is to create a second wave of excitement about the lock up (first wave being the announcement we WOULD do it) amongst speculators.
- from a timing perspective, our last "daylight" to achieve that end is probably Dec 18 or 19.
- can announce via Insights + Brad [REDACTED] Miguel tweets
 - is there an advantage to Brad breaking the news via Twitter?
 - I'm thinking there's benefit to having an official point of reference on the blog.
- blog/tweets will go live right when the lock up is complete (or as closely timed as possible)
 - the forums will see the transfers and figure out what's going on in real time so

- we'll have to publish and then pitch with a quick turn around
- will then immediately pitch to all of our crypto press/beat reporters

----- Forwarded message -----

From: **Asheesh Birla** <[REDACTED]@ripple.com>
Date: Mon, Nov 20, 2017 at 9:22 PM
Subject: PR for Escrow
To: Monica Long <[REDACTED]@ripple.com>

Hey Monica,

There was a follow up from the staff meeting around the PR plan for the escrow.

Whenever you get a chance can you do a quick outline response back to the leadership team regarding the general plan.

I know its tough given we don't know the date, but I think just things around making sure we don't do it on a dead time around xmas, etc was the main concern raised.

I hope Noe did ok on the flight back home.

enjoy your thanksgiving!

Asheesh

